



MEMO TO Advertisers & Agencies

FROM Jerry Jontry, Advertising Director of Esquire

LOVE LETTER

We gets lote of mail, but as we were writing this roome (Inte in December) a letter came in to our publisher... from one of the feasing menchants of this country... In will be printed in our March issue, but we feel it is worth reading about hore... and we want to how it again envesur.

It has been many years sizes I have seriously rade a copy of SEQUIES magazine, Apen or no neg I horst that at had changed a but but I was an a propriet for the complete change that I found when I read the December (1989) leave that has series or treasmously interesting pieces by such a wide variety of talent such as Washington and Was

Twe portionary impressed by the great piece that David Schechenhum wrate for you which I think is one of the greatest externant than the scheck that David Schechenhum wrate for you which I think is one of the greatest externant that has been made on Jamriana-Damaina nffairs in has been made on Jamriana-Damaina nffairs in the Scheck that the scheck

My congratulations to you on having retrieved your magazine from the realms of ribelary.

Most sincerely yours, Stanley Marcus

Dallas 1, Texas

THEN THERE WAS LED RUDNETT

Like a good many others is the magazine business, we dropped a note to the Like a good many others is the magazine business, and employed many the Like Bustrett start for his about with the complete text of his manuals. There is no other—the rade pass withly discovered a note back from him about with the complete text of his manuals. The is no other—the rade pass withly discovered pass withly discovered to the complete text was made different in force. In general all magazines should be greated to Lordon before the complete text was made different in force. In general all magazines should be greated to Lordon before the greated to Lordon before the complete text was not followed.

—to see how we measure up individually on points be raised, ... we did it and the Complete force the C

- (1) Leo feels that "among all form of communications, magazines are the greatest single hope this country has for provoking thought, advancing culture and improving taste at a time when the country needs to read and think as it never did before."
 - Here we can't agree more and point you back to the "Love Letter" above, and ahead to "lova, Equire, Writers, Writing" that follows in this normo... We only wish that advertisers and agencies in senseal weem't so draid of thouseht procedure articles.
- (2) Leo feels that "in many instances the business office and promotion boys have taken over and the editor has been consigned to an office down the hall with no carreets, one window and a pension fund!"
- I'll have to admit that at Esquire the advertising department tries to do this now and then...but all we ever get for our efforts here are bruises.
- (3) Leo scores the "numbers race" and the trend in rates which is substantially outdistancing the trend in circulation.
 - We are okay here. We are not interested in "numbers" at Esquire and for 1980 everything at Esquire is up except the rates...By "everything" see mean circulation, advertising, and editorial qualtits at the muoniture.
- (4) Lee doesn't personally like regional editions...inserts...gate-folds...etc., or what is generally known in the trade today as "print

spectaculars."

We feel our he decival soon for magniture to remain static... That's why we red leventhine to pitch for respond solitons that had all. and we will contain to form a very limited number of functs and spectrations... Joint of these in good tract can deposition for these in good tracts and spectrations... Joint of these in good tract can be remain prices for these will continue to be high, which is now premium prices for these will continue to be high, which is now resons. Equipment has been in the Mack every power sees started... 39 years up. Best "spectractor" buy in any magnitude in concentre full page syrunds in Equipmen, each to are Squares... and the area of the squares are supported to the squares of the squares area of the squares are squares are squares are squares as the squares are squar

count for spreads you con't heat it.

IOWA, ESQUIRE, WRITERS, WRITING

(From the SUN-TIMES Dec. 13, 1969)

"The State University of Ions includes a hundscene are justing, accome where coincides study the taped records of our exploration of enter space, and a Wirners Workshop that ourse our many written and whose students and staff often call themselves doctors or lawyers or phaneles."

That's posted out here by way of alloying any doubt you may have about the possibilities of a program conducted pointly by the Sasa Unrensity of lower and Engine rangemen. These two—the university of the corn and bog date and the life, amount, hisrare may not politicate on Madoon Ave—eld collaborate, and most effectively, last weekend on a symposium that brought negebber as fire, and an varied, a collection of writers and ortifies as you're lifely as find anywhere.

PEHLAPS THE THENG does hus a bit more in explanation. The explanation is largely to be found in Pital Englis, the lastly Towes who, after his turn at Cuffed University as a Backet Scholar, decided to receive to this native lead. He did, and here bank his taxes as a poet, critic and newbar, while sit the same term criticaling one of the analysis while sit the same term creating one of the analysis.

common programs in oreality withing.
The program is concluded by the Witners Warfshop, whose statelers, since its start in the 1990s, have published some 60 newls and more poeters have published some 60 newls and more poeters 1957 and 1958 editions of "World Systepoisten of Poeter," contain more poem by ferrore standows of Bagle and his staff than by the alturni of any other unlessify in the world, and if it sprobably a poor magazine and publisher that have's Drought out some factors that had in start in lows. Clip.

ARNOLD GINGRICII, the publisher of Equation suggests, close English plutform for the Equation suggests, close English plutform for the Control of the Contro

coit () the investment of the New Yorker.
They didn't settle anything, You don't adopt resolutions and one mailforms after such a symposium as Engle and Glograch conducted. You instead, and call, and that it over. But if there was a consecuta is was that the series writer in a mass culture is in a scory taste.

Harris usid: "Ler's step issiding comelves. Art and mass communication are incompatible." Macdecode: "Croot writing has always been done for an elite sudience, not for everybody.—There've been two calastro—high calitare... and mass culture, like Norman Rockwell's Saturday

Marker. "The mass media don't allow you to be in the least extreme."

ELISON, THOUGH he seemed to reject the scance of an elist, acknowledged that there is a lot of sheddy writing those days, and that the mass medic have a great deal to do with it. It was Hilson who made an observation that scened to attrice everybody—that it was written who give this mation its start He referred to the near who made up their made and then retred to a roce and weter the Declaration of Independence. They were, all agreed, prest where,

Let is Pérany we will be at the sound NARCF convention (Ostional Association of Beach Ostions and Prunders) in Lee Angiese where men 3,000 readers will be garbered as the fillinear level to the convention of th

ESQUIRE AND DICK JOSEPH DO IT AGAIN

Our travel editor, Dick Joseph, who never gets to go supwhere (not much!) went to Aruson in January so a result of a wire be received just before Christman, which read in cont.

"AM PLEASED TO ANNOUNCE JUDGES HAVE SELECTED TOU WINNERS FOR BEST TRAVEL STORY IN MAGAZINE DIVISION OF TWA'S 22nd ANNUAL WRITING AND PIC-TURE COMPETITION ALSO BEEN AWARDED SWEED: TAKES THE DIVISION. PRIES WILL BE PRESENTED FROMITE JAN. 100... SUMED, CORDON GILMORE, TWA VICE PRESENTED."

The really starting thing about this fact is Dick and Equire have won this Best Magazine Taveel award eight years in a row and have wen the SPERETYARES in the rest of the could year. In we couldn't high sak Dick if they ever changed judges... Turns out they do—every year—but Esquire and Joseph go right on winning... More evidence of editorial ANTHORISTY.





GOLUMBIA BEGORD GLUB 11 24 37 80 83 12 26 36 81 84

Five Practical Suggestions on How to Speed-Up Your Progress in Business



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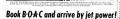
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BY ALBERTO MORAVIA

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BY ANDRÉ MAUROIS

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LE HAUT MONDE THE ATTEMPT OF PURISH SAFE

THE ANATOMY
OF PARISIAN ARISTOCRACY
BY STANLEY KARNOW

The East Possessors of The Secrets of Cracious Eiving

by Edmonde Charles-Roux

Photographed by William Klein Here Society in Free body number pothers and polosy sha exhaul this safe secially influence may good tear on

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The nature class Parising is preaped up in a subspecse of art—the art of living by STANLEY KARROW

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Zemiy Queen, Floreinas Jusquelas de Albes

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THE LAST POSSESSORS OF THE SECRETS OF GRACIOUS LIVING

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cheerful ber seid elegant, fire-lit dining rooms. Before or later, there is the tranquil town of Rougival to room. Bering and Corot worked here; Ronor, Monet and the lovely Berthe Morisot

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HARDI Impressionist surroundings and realist food make Coq Hardi a favorite for the Paris-weary

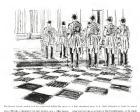
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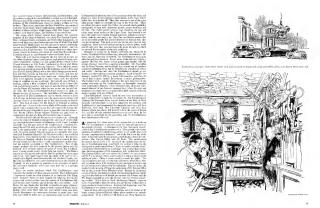


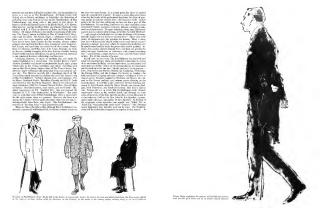




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SPECIAL READERS' **BONUS:**

FULL-LENGTH CONDENSED BESTSELLER

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Two Many Brooks To Driet

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everference lughtage. I not use from the heal and stated at record ERGLANE + Zehrann



For Observe face at Sense Valley this month, the latest in too tireline gross featured at Harrab's Club, Lake Tahoe: garnish glass with lemon twist, pour in four ounces of hot water, add a level teaspeen of batter. (Party proportions for the batter; pound of brown sugar, half pound of batter, half teaspoon of cineamon, fourth teaspoon of allegice, an eighth teaspoon of nutmer, owner and a half of Caracao,) With latter now, add an ounce of bourbon. Together they spell tases recov

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CHAPTER III

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CHAPTER IV

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CHAPTER V

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CHAPTER VII

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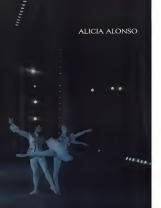
Kodak Turret Movie Camera has built-in exposure meter. Takes regular, wide-angle, and telephoto shots

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EASTMAN KODAK COMPANY, Rechester 4, N.Y.



DANCES AGAIN IN CUBA

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How we found the perfect rum for our Aunt Agatha by Jerry and Anne Chose (who loarned Austr's secret in Pareto Rico)

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Starting the New Year of Music right By patient lifeting Lat last amoughed a small year fire











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ESSCANC - Enforcem



Horry Belafonta's great vecsatility as a singer of fell music and his innote sense of drama have never been more forcefully projected than in this album. It is his first album devel-Marry ed entirely to spirituals, and he ranges triumphently over a dramatic from the tanderly lyncal to the all-out jubitant.



There's nething random about the Arrest Brothers' decision to do an album of Latinmuscic. They've taken many a sentimental journey below the border, surg with rhumbe bands, and in general have carried on a long-standing love affair with the Latin-American world and its colorful music. This delights Scenish series is the result, May burns, Ames Brothers





the fame of his "Dates

Sum"recordings Instead

has assembled a 35-bece nechestra stantino some

of today's best sazz solo-

ests His arm to add the

special Marchi, fouch to the hallowed big-band

her background in possel, blues and hand-singing. The style

with an album of one standards her first for RCA Veter arranged by Neal Hefty. Note especially her way with lyncs. As a native of Nashville, Chet Atkins had what you might (Cook (Cook) Cook Cook call a running start on country-style music. He's moved not the along, but, and is now recognized as a diffed performer of









Alone with its other many contributions to our folk million TV has become a primary showcase for our finest lezz musicians. The music they produce is keyed to the tense. often violent world of the powate eve, the police detective the astronaut. Mostly, though, it's just very exciting music The Buddy Morrow band wraps up this brand-new collection

ESPENIE : Edmon

sable on records. Warm or swinging, she's at her best here

Guitar settles comfortably into the proove beloved of beatbuffs. An album brimming with excitement for teen-agers ___ Air France GREATEST SINCE 1811. announces MAYRE let-to-iet tourst

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